



**Missouri DECA  
Study Guide and  
Interview Preparation for  
Officer Candidates**

**2006-2007**

# DECA Related Terms

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<b>ACTE</b>	Association for Career and Technical Education - professional association for career and technical educators.
<b>Advisors</b>	Adults charged with the responsibilities for giving guidance to the chapter and state associations.
<b>Alumni Division</b>	Support division to provide a means by which Marketing Education students can maintain an association with DECA; encourage support for DECA on the local, state and/or national level; and promote the purposes of DECA.
<b>Business Management and Entrepreneurship Events</b>	Entrepreneurship Participating Event (Creating an Independent or Franchising Business), ENP Entrepreneurship Written Event, ENW International Business Plan Event, IBP E-Commerce Business Plan Event, EBP
<b>Career &amp; Technical Education Month</b>	February 2007
<b>Career &amp; Technical Education Month Theme</b>	Career Tech: Today an Education, Tomorrow a Career
<b>Categories of Competitive Events</b>	Individual Series Events, Chapter Team Events, Management Team Decision Making Events, Business Management and Entrepreneurship Events, Marketing Research Events, Marketing Representative Events, State Events, Special Events
<b>CDC</b>	Career Development Conference
<b>Chapter</b>	Local level of DECA (not referred to as “clubs”)
<b>Charter States</b>	Missouri was one of 17 states which adopted the National constitution and the official name in 1948.
<b>Chapter Team Events</b>	Community Service Project, CSP Creative Marketing Project, CMP Entrepreneurship Promotion Project, EPP Learn and Earn Project, LEP Public Relations Project, PRP

**Competitive Event Purposes**

1. To contribute to the development of competencies needed for careers in marketing, management and merchandising.
2. To motivate students to assume responsibility for self-improvement and self-discipline.
3. To assist students in acquiring a realistic self-concept through individual and group activities.
4. To provide visibility for the educational goals and objectives of marketing education.

**CAB**

Congressional Advisory Board - members of Congress are supportive of DECA

**CRLC**

Central Region Leadership Conference

**CTSO**

Career & Technical Student Organizations (i.e., DECA, FBLA, FFA, FCCLA, SkillsUSA)

**DECA**

An association of marketing students is the student centered organization whose program of leadership and personal development is designed specifically for students enrolled in Marketing Education.

**DECA Board of Directors**

Members of the Board of Directors are elected from DECA, Inc. for a three-year term of office. The Board sets policies and guidelines and adopts a long-range plan for DECA's development and growth.

**DECA Colors**

Blue - symbolizes sincerity and genuineness  
Gold - symbolizes success

**DECA Conferences**

1. District Fall Leadership Conferences - hosted by DECA Districts throughout Missouri in order to develop leadership and elect District Vice Presidents
2. Fall Leadership and State Officer Election Conference – October 15-16, 2006, The Lodge of Four Seasons, Lake Ozark
3. State Officer Training Conference - October 28-29, 2006, The Lodge of Four Seasons, Lake Ozark
4. Central Region Leadership Conference – December 1-3, 2006, Minneapolis, Minnesota
5. Missouri DECA Board of Directors Meeting – December 8-9, 2006, Lake Ozark
6. State Officer State CDC Planning Meeting – January 27-28, 2007, The Lodge of Four Seasons, Lake Ozark
7. District Career Development Conferences – hosted by DECA Districts throughout Missouri.

8. State Career Development Conference - March 18-20, 2007, The Lodge of Four Seasons, Lake Ozark
9. International Career Development Conference – April 27-May 2, 2007, Orlando Florida

**DECA Creed**

I believe in the future which I am planning for myself in the field of marketing and management and in the opportunities that my vocation offers.

I believe in fulfilling the highest measure of service to my vocation, my fellow beings, my country and my God--that by so doing, I will be rewarded with personal satisfaction and material wealth.

I believe in the democratic philosophies of private enterprise and competition, and in the freedoms of this nation - that these philosophies allow for the fullest development of my individual abilities.

I believe that by doing my best to live according to these high principles, I will be of greater service to both myself and to mankind.

**DECA Eligibility**

Students must be currently enrolled in a marketing or cooperative education course in order to hold membership in DECA.

**DECA Emblem**

The national emblem of DECA is attractive, significant, and meaningful. This emblem is a diamond shaped symbol with lines extending from the diamond. These lines signify action which is essential in the constantly changing world of marketing and management. DECA is emblazoned over these lines and the descriptive line, "An Association of Marketing Students" identifies the membership of DECA. The emblem is representative of close cooperation among the school, parents, students, and businesses in preparing for a well-rounded education basic for success in a career in marketing management.

**DECA Executive Director**

Dr. Ed Davis

**DECA Guide**

The publication for National DECA awards, written event guidelines, materials, supplies and approved sales projects.

**DECA Identifier**

An Association of Marketing Students

**DECA Images**

The supplier operating out of National DECA Headquarters which carries official DECA merchandise.

<b>DECA Theme for 2006-2007</b>	Let the Adventure Begin!
<b>DECA Tagline</b>	“Developing Future Leaders in Marketing, Management, and Entrepreneurship”
<b>DECA, Incorporated</b>	The legal identity of the adult group responsible for DECA.
<b>Delegates</b>	The term which refers to any DECA member, including advisors, attending DECA approved activities.
<b>Delta Epsilon Chi Division</b>	Division offering membership to students enrolled in post-secondary institutions studying marketing, management, and related business fields. This division offers members the opportunity to develop personally and professionally through chapter activities, individual projects, and a competitive events program. This division is represented by national officers (President and 4 regional Vice Presidents).
<b>Diamond Award</b>	A Missouri Association Award designed to recognize outstanding contributions made by one chapter advisor in each district. The Diamond Award is presented at the State CDC.
<b>Divisions of DECA</b>	High School, Delta Epsilon Chi, Collegiate, Alumni, and Professional
<b>Entrepreneurship Promotion Project</b>	The purpose of the Entrepreneurship Promotion Project is to provide an opportunity for the participants to demonstrate the skills needed in planning, organizing, implementing and evaluating a campaign to educate chapter members and the general public or an organized group about the opportunities available for becoming an entrepreneur.
<b>Formation of National DECA</b>	The first interstate conference occurred in Memphis, TN in 1947 where the first national officer team was elected.
<b>Four points of the DECA Diamond</b>	<p>Social Intelligence: To gain knowledge of social graces, to develop poise, and to prepare and attend well-planned social events.</p> <p>Civic Consciousness: To learn to recognize individual responsibilities and obligations to the community by studying the needs of the community and planning activities to improve the community. To realize individual responsibilities within the Free Enterprise System.</p> <p>Vocational Understanding: To acquire first-hand knowledge and gain a greater understanding of marketing and management opportunities available in the individual’s chosen career area.</p>

	Leadership Development: To participate in opportunities which allow the individual to develop as a leader and to work as an effective team member.
<b>Friends of DECA Award</b>	Special recognition award presented by the Missouri Association at the State Career Development Conference. Awarded to individuals for outstanding contributions to Marketing Education, Cooperative Education, and DECA.
<b>High School Division</b>	The largest division of DECA; membership is available to high school students enrolled in Marketing and Cooperative Education classes. National officers consist of a president and four regional vice-presidents.
<b>Honorary Life Membership</b>	The highest award a DECA Chapter, State, or National association can bestow on an individual.
<b>ICDC</b>	International Career Development Conference is the annual competitive events conference in April or May. Over 13,500 DECA members participate in the event.
<b>Individual Series Events</b>	Accounting Applications Series, ACT Apparel and Accessories Marketing Series, AAM Automotive Services Marketing Series, ASM Business Services Marketing Series, BSM Food Marketing Series Associate Level, FMAL Food Marketing Series Management Level, FMML Hotel and Lodging Management Series, HLM Marketing Management Series, MMS Quick Serve Restaurant Management Series, QSRM Restaurant and Food Service Management, RFSM Retail Merchandising Series, RMS Sports and Entertainment Marketing Series, SEM
<b>Leadership Delegates</b>	Missouri state event designed to prepare sophomores or juniors to assume leadership roles in Missouri DECA.
<b>Learn &amp; Earn Project</b>	The Learn and Earn Project applies entrepreneurial skills to a single sales/service activity to be run as a real business venture. Sponsored by Otis Spunkmeyer.
<b>Main Purpose of State and International CDC</b>	Recognition of individual and team ability and achievement

**Management Decision  
Making Events**

Seven team events which measure the management decision making skills of a team of 2 members. Areas of competition are:  
Business Law and Ethics Management, BLMDM  
Buying and Merchandising Management, BMDM  
E-Commerce Management, EMDM  
Financial Analysis Management, FMDM  
Hospitality Services Management, HMDM  
Sports and Entertainment Marketing Management, SMDM  
Travel and Tourism Marketing Management, TMDM

**Marketing Education**

A secondary program designed to prepare students to conduct the critical business functions associated with directing the flow of products and services from the producer to the consumer. Students must be enrolled in this program to be eligible for DECA membership.

**Marketing Research Events**

Business and Financial Services Marketing Research Event, BFR  
General Marketing Research Event, GMR  
Hospitality and Recreation Marketing Research Event, HRR  
Retail Marketing Research Event, RMR

**Marketing Representative  
Events**

Advertising Campaign Event, ADC  
Fashion Merchandising Promotion Plan Event, FMP  
Technical Sales Event, TSE

**Missouri DECA Board of  
Directors**

Policy setting body comprised of six elected chapter advisors. Members serve a three-year term.

**Missouri DECA Districts**

Missouri is divided into 12 districts

**Missouri DECA Leadership  
Academy Directors**

Mr. Ron Copple  
Mrs. Katina Ohmes

**Missouri DECA State Staff**

Dr. Julie Lyman, State Advisor  
Mrs. Kathy Parrett, Treasurer  
Mr. Christopher Young, Leadership Specialist

**Missouri DECA State Officer  
Advisors**

Mrs. Angela Syron  
Mr. Bryce Bunton

**National DECA Board  
of Directors**

Individuals representing various segments of the DECA organization provide leadership and set policy for National DECA.

**National DECA Magazine**

*DECA Dimensions*

**National DECA Week**

October 8-14, 2006

<b>National Headquarters</b>	Located in Reston, Virginia - Opened in 1976
<b>National Membership</b>	Approximately 180,000
<b>NAB</b>	National Advisory Board - Consists of business representatives of donor companies who lend financial support to DECA. NAB members serve in an advisory capacity to DECA, Inc. The NAB chairperson serves on the National DECA Board of Directors.
<b>National Officers</b>	Both the High School and Delta Epsilon Division are represented by elected national officers. Offices available are President and four regional vice president positions. The National High School President for 2006-2007 is Curtis Haley. The Central Region Vice President is Logan Broadbent. The National Delta Epsilon Chi President for 2006-2007 is Courtney Holloway. The Central Region Delta Epsilon Chi Vice President is Nick Bretl.
<b>NCCCTSO</b>	National Coordinating Council for Career & Technical Student Organizations. The council identifies and coordinates activities that are mutually beneficial to career and technical student organizations and their numbers. They share information that will enhance the development of career and technical education students, and to strengthen career and technical education.
<b>Professional Division</b>	A support division established to provide teachers of Marketing and Cooperative Education, businesspersons, and administrators a means of membership in DECA.
<b>Regions of National DECA</b>	Western, Central, Southern, North Atlantic Each region has 13 or more state associations. Missouri DECA is one of 13 states in the Central Region.
<b>Missouri DECA Scholarships</b>	The Missouri Scholarships are the Kesterson Scholarship, Missouri DECA State President Scholarship, Bud Hartley Memorial Scholarship, Kent McDaniel Memorial Scholarship, Jim Shelenhamer Scholarship, Mike Tines Memorial Scholarship, Hall of Fame Scholarship, Marketing Education Undergraduate Scholarship, and the Kathryn Beich/Missouri DECA Scholarship. The National Scholarship is known as the Harry A. Applegate Scholarship, named in honor of the former Executive Director of DECA.
<b>State Action Team</b>	Missouri's 16 member state officer team consists of four executive officers: a President, Vice President, Secretary, Reporter, and 12 District Vice Presidents.



**State-Approved Fundraising Companies**

A maximum of four companies with which chapters may choose to participate in a fundraising project that provides royalties to the State Association. Royalties are used for scholarships, conferences, and state officer activities.

**Special Events**

National DECA and Missouri offer the following special events:  
Chapter Awards Program, CAP  
Sunkist Challenge, SKC  
Virtual Business Challenge, VBC

**State Events**

Missouri offers the following state events:  
Rookie Chapter Awards, RCAP  
Leadership Delegates, LEAD

**State Officer POA**

State and district officers are required to prepare a Program of Activities documenting activities carried out during the school year. In order to receive state support to attend the International CDC, a POA must be submitted which meets the minimum criteria.

**Venture Capital Fund**

This business loan is available through Missouri DECA to chapters that apply to establish an entrepreneurial venture. This no interest loan must be paid back in one year.

## **Parliamentary Procedure**

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**Four Main Objectives of Parliamentary Law**

1. To do one thing at a time
2. Courtesy to everyone
3. The rule of the majority must prevail
4. The rights of the minority must be protected

**Principles of Parliamentary Procedure**

1. Only one main motion may be considered at a time.
2. Each member's rights are equal to those of his/her fellow members.
3. The majority has the right to work its will and its decisions must be followed.
4. The minority has the right to be heard.

**Correct Way to Make a Motion**

"I move that" followed by a statement of the proposal.

**Types of Motions**

1. Main
2. Subsidiary
3. Incidental
4. Privileged
5. Motions that bring a question again before the assembly

<b>Quorum</b>	One plus 50% of the members are present and eligible to vote.
<b>Types of Amendments</b>	<ol style="list-style-type: none"> <li>1. First order-an amendment to the motion</li> <li>2. Second order-an amendment to the amendment</li> </ol>
<b>Standard Order of Business:</b>	Reading and Approval of the Minutes, Reports of Officers, Boards and Standing Committees, Reports of Special Committees, Special Orders, Unfinished Business and General Orders, New Business

## **Marketing Related Terms**



<b>Advertising</b>	Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.
<b>Channel of Distribution</b>	The path a product takes from producer or manufacturer to final user.
<b>Consumer</b>	The person who uses goods and services.
<b>Customer</b>	Anyone who buys or rents goods or services.
<b>Demographics</b>	Statistics that describe a population in terms of personal characteristics.
<b>E-Commerce</b>	The buying and selling of goods through the use of electronic networks, usually the
<b>Economic System</b>	The way a nation chooses to use its resources (manufactured and natural) to produce and market goods and services.
<b>Entrepreneurship</b>	The skills of people who are willing to risk their time and money to run a business.
<b>Free Enterprise System</b>	Encourages individuals to start and operate their own business without government involvement.
<b>Functions of Marketing</b>	Distribution, Financing, Marketing Information Management, Pricing, Product/Service Management, Promotion, Selling
<b>International Trade</b>	The exchange of goods and services between nations.
<b>Market Research</b>	Gathering, recording, analyzing, and presenting information related to marketing goods and services.
<b>Marketing</b>	The process of developing, promoting, and distributing products to satisfy customer's needs and wants.

<b>Marketing Concept</b>	Businesses must satisfy customers' needs and wants in order to make a profit.
<b>Marketing Mix</b>	Comprises four basic marketing strategies (the 4 P's of Marketing): Product, Price, Place and Promotion.
<b>Pricing</b>	Determining and adjusting prices to maximize return and meet customer's perception of value.
<b>Promotion</b>	Communicating with potential customers to inform, persuade, or remind them about a business's products. Takes many forms such as, advertising, sales promotion, publicity, and personal selling.
<b>Retailers</b>	Channel of distribution that buys goods from wholesalers or directly from manufacturers and resells them to the final consumer.
<b>Utility</b>	The attributes of a product or service that make it capable of satisfying consumer's wants and needs.
<b>Wholesalers</b>	Obtain goods from manufacturers and resell them to industrial users, other wholesalers, and retailers.

# Interview Structure and Screening Criteria



The Screening and Nominating Committee is made of approximately 16 members. They will ask candidates questions related to character, DECA, and leadership. Sample questions can be found on the internet by searching for general interview questions. Candidates are screened on the following criteria.

## Pre-Interview (5 points)

Introduced self properly	Physically poised and ready	Spoke clearly, forcefully
State the office sought	Stood until invited to sit	Good first impression

## Character Question Response (15 points)

Candidate's answers show a strong sense of character, genuineness, and honesty. Answers suggest candidate will work well with fellow DECA members and model good citizenship. Answers are organized, logical, and reasonable. Candidate maintains composure, uses precise words, is interesting to listen to and thinks questions through.

## DECA Question Response (15 points)

Candidate's answers show a strong understanding of Missouri DECA. Ideas and plans for the future of Missouri DECA are strong and reasonable. Answers show candidate has a strong sincerity in the organization. Candidate maintains composure, uses precise words, is interesting to listen to and thinks questions through.

## Leadership Question Response (15 points)

Candidate's answers show understanding of traits of a good leader. Answers suggest candidate has self-initiative, dedication, and the ability to motivate many people to accomplish a common goal. Candidate maintains composure, uses precise words, is interesting to listen to and thinks questions through.

## Appearance (10 points)

Good color coordination	Hair clean and neat	Good posture
Clothing clean and pressed	Facial appearance is natural	Business attire conservative
Wore DECA blazer	Pleasant smile	

## Attitude (10 points)

Attentive	Alert and responsive	Self-confident
Enthusiastic	Competitive and open minded	Sincere and conscientious
Socially at ease and comfortable		

## Professionalism (10 points)

Courteousness	Ability to remember names	Ability to take criticism
Poise	Sense of humor	Conversational

## Speech (15 points)

Proper grammar	Word selection	Speaks clearly, smoothly
Good diction	Appropriate use of gestures	Good eye contact

## Post Interview (5 points)

Thanked the committee	Left promptly and still eager	Remained poised
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